



Staff Report & Notice of Decision  
Mayor's Corner Sign Permit  
(File # 2021-002-SIGN)

<b>PROPOSAL:</b>	The applicant requests to place one freestanding, commercial on-premise sign of 22.5 square feet at the location.
<b>LOCATION:</b>	305 W. 5 <sup>th</sup> Avenue, La Center, WA 98629. Sign would be located at the corner of West 5 <sup>th</sup> Avenue and NW Pacific Highway.
<b>APPLICANT:</b>	Advanced Electric Signs, 1550 Down River Dr. Woodland, WA, 98674. Email: <a href="mailto:woody@advancedelectricsign.com">woody@advancedelectricsign.com</a> . Phone: 360-225-6826.
<b>ZONING:</b>	Downtown Commercial (C-1) with Downtown Overlay
<b>APPROVAL CRITERIA:</b>	The City reviewed the application for compliance with the La Center Municipal Code (LCMC) Chapter 8.60, Sign Regulations.
<b>Submittal Date:</b>	January 15, 2021
<b>SEPA:</b>	This project is categorically exempt per WA 197-11-800(2)(c).
<b>DECISION:</b>	Approval
<b>DECISION DATE:</b>	February 5, 2021
<b>CITY REVIEWER:</b>	Ethan Spoo, AICP, Consulting Planner and Tony Cooper, PE, City Engineer

## CONTACT LIST

### OWNER

CTA Genteel Investments, LLC  
Contact: Kathryn  
P.O. Box 820406  
Vancouver, WA 98682

### APPLICANT

Advanced Electric Signs  
Contact: Woody  
1550 Down River Drive  
Woodland, WA 98674  
360.225.6826

### SIGN INSTALLER

Same as applicant

### LA CENTER STAFF

Anthony Cooper, PE, City Engineer  
305 NW Pacific Highway  
La Center, WA 98629  
360.263.7665  
[acooper@ci.lacenter.wa.us](mailto:acooper@ci.lacenter.wa.us)

Ethan Spoo, AICP, Consulting Planner  
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## Overview and Procedural Background

The applicant proposes to place one freestanding, dual-pedestal, commercial on-premise sign at the property. The sign would face the intersection of NW Pacific Highway and West 5<sup>th</sup> Avenue. The sign face is 22.5 square feet and total sign dimensions would be 8 feet tall by 7 feet wide.

## Approval Criteria

### LCMC 8.60.030(4)

*(4) Approval Criteria. The department shall approve a sign permit where the applicant demonstrates compliance with all of the following approval criteria:*

- (a) The proposed sign is not one prohibited under LCMC 8.60.020(2)(a) through (k), Prohibited Signs; and*
- (b) The proposed sign complies with all applicable dimensional, durational, locational and other requirements of this chapter.*

### Finding(s):

- The applicant proposes a dual pedestal sign, one of the allowed freestanding sign types under LCMC 8.60.050 and is not one of the prohibited sign types under 8.60.020(a) through (k).
- The sign complies with the applicable dimensional, durational, locational and other requirements of this chapter as demonstrated in materials submitted by the applicant and documented in this staff report.
- Conclusion: The proposed sign meets the approval criteria for the City to issue a sign permit.

### LCMC 8.60.050 General Requirements Applicable to All Signs

*(1) General Requirements. The following requirements apply to all signs allowed in the city:*

- (a) Building and Specialty Code Compliance. All signs, whether regulated by this chapter or not, shall meet all applicable construction and operation standards of the International Building Code adopted by the city of La Center. Where these codes conflict with the requirements of this chapter, the more stringent or restrictive shall control.*
- (b) No sign shall be insecurely erected, or constructed so as to constitute a safety hazard, fire hazard or a nuisance.*
- (c) Sign Obstructing View, Passage or Safety. No sign shall:*
  - i. Obstruct free ingress to or egress from any door, window, fire escape, alley, driveway, fire lane, access from the sidewalk to transit stop areas, designated disabled parking spaces, disabled access ramps or building exits;*
  - ii. Be located so as to obstruct or interfere with intersection sight distance for vehicles exiting a driveway or street in accordance with the line of sight triangle requirements in the La Center engineering standards;*
  - iii. Obstruct or interfere in any way with the public's ability to clearly view government signs;*
  - iv. By reason of their size, location, movement, content, coloring, or manner of illumination be subject to being confused with a government sign; or*
  - v. Interfere in any way with traffic, visibility or passage within the public right-of-way, including vehicle travel lanes, sidewalks and bike lanes.*

### Finding(s):

- Compliance with the International Building Code is required prior to construction of the sign and The sign is proposed to be placed on dual pedestals and will be constructed of metal with stone veneer over the pedestal supports. The pedestals will be set 36-inches deep in the ground with concrete settings. Therefore, the sign will be securely erected and constructed and will not be a

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safety or fire hazard. A condition of approval specified below requires the applicant obtain a building permit prior to sign placement.

- The proposed sign will be located at the corner of W 5<sup>th</sup> Street and NW Pacific Highway within private property. Egress and ingress to the subject site is located along W 5<sup>th</sup> Street and the sign will not obstruct this access. The sign would not obstruct free ingress or egress from doors, windows, fire escapes, alleys, driveways, fire lanes, from the sidewalk to transit stops or disabled parking or access ramps or building exits. The City Engineer has verified that the sign will not interfere with vision clearance.
  - The proposed signs would not interfere with the public's ability to clearly view government signs.
  - Conclusion: The sign will not obstruct view, passage or safety. This requirement is met.
  - As a condition of approval, the applicant shall obtain a building permit prior to sign placement.
- (i) Freestanding Signs. When a freestanding sign is allowed by this chapter, Figures 8.60.050(1) through 8.60.050(5) illustrate the five allowed freestanding sign configurations: monument, single and dual pedestal, and single and dual pylon. The signs shall comply with the dimensional standards specified in these figures and the area and height requirements specified in this chapter.
- (j) Freestanding Sign Base Material. The sign base and support structure of freestanding signs must be constructed of or covered with quality materials such as real or faux stone, brick, stucco, textured wood, tile, and textured concrete.
- (k) Freestanding Sign Landscaping. All freestanding signs shall have landscaping surrounding the base of the sign equal in area to a minimum of 80 percent of the sign face area. Landscaping shall consist of grass, low shrubbery, and/or ground cover. Whenever possible and appropriate, native vegetation that is drought resistant and requires minimal or low maintenance shall be used for sign-related landscaping. Landscaping shall be well maintained. Sign-related landscaping may be included in any calculation of total landscaping required in a zoning district.

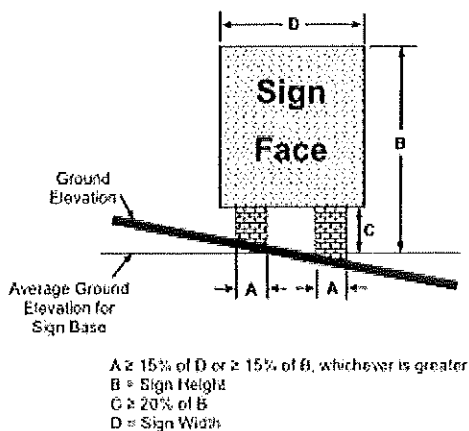


Figure 8.60.050(3) Dual Pedestal Sign Dimensional Standards

Finding(s):

- The signs would be a single-sided, dual-pedestal sign. The sign pedestals would have a combined width of at least 20 inches, which is approximately 21% of the sign height. The bottom of the sign face would be located 22 inches above the ground which is approximately 23 percent of the sign's height. Therefore, the dimensional requirements for dual pedestal signs in Figure 8.60.050(3) is met.
- The sign pedestal supports would be covered by rock veneer meeting the requirements for freestanding sign base materials.
- The sign would be placed in an existing landscape planter area on site containing shrubs and trees which is greater than 80 percent of the sign's face area of 22.5 square feet. Therefore, this requirement is met.

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- Conclusion: the sign meets the dimensional, material, and landscape requirements for freestanding signs.

### Signs in the C-1 and C-3 Zones

*(1) This section governs signs in the city's C-1/C-3 (downtown commercial/cardroom overlay) zones. All signs in the C-1 and C-3 zones shall:*

- (a) Comply with the requirements of LCMC 8.60.050, General requirements applicable to all signs, unless otherwise allowed in this section.*
- (b) Use materials compatible with the facade materials.*
- (c) Avoid highly reflective materials and surfacing, limit the use of plastic, and employ painted wood or metal where reasonably feasible.*
- (d) Apply letter or painted signs to the building face where reasonably feasible.*
- (e) Use fonts which complement the period of the building's architecture.*
- (f) Avoid corporate design standards which cannot be used as a justification for granting a variance to this chapter.*
- (g) If illuminated, the sign shall be externally illuminated by downward-facing light sources.*
- (h) Mounted so that the sign does not obscure significant architectural details.*
- (i) Comply with the La Center Downtown Design Plan and Guidelines.*

### Finding(s):

- The proposed sign complies with the general requirements in LCMC 8.60.050 as demonstrated in this staff report.
- The sign materials will include a steel tube frame with pedestals covered by stone veneer. The signs will be made of metal painted to match the historic house on the site. The rock veneer will match the planter wall in which the sign would be placed. Staff finds the materials and sign colors would complement the façade materials of the historic home/business on site.
- The steel tube frame for the sign would be painted black/charcoal gray and the sign face would be an off white matching the dominate color of the primary structure on the site. The sign would be non-reflective material.
- The applicant is not proposing wall signs on the building and based on it being a historic residence, this would not be appropriate. Therefore, this requirement is not applicable.
- The applicant is proposing a font complementing the historic period of the primary building identifying the property as "Mayor's Corner." To ensure signage for individual tenants remains consistent with the code standards above, a condition of approval will require that tenant signage complement the period of the building's architecture and avoids corporate design standards.
- The applicant is not proposing corporate design for the sign and is a custom design for the site including having an gabled frame to match the form of the primary building. This requirement is met.
- The sign will not be illuminated. This requirement does not apply.
- The sign will be freestanding, will not be mounted on the building and will not obscure significant architectural details.
- Staff reviewed the La Center Downtown Design Plan and Guidelines and have determined that the sign meets these requirements.
- Conclusion: The above requirements are met or can be conditioned to meet the requirements.
- **As a condition of approval**, font used for individual tenant signage shall complement the period of the building's architecture and shall avoid corporate design standards.

*(3) Signs in the downtown commercial (C-1) and cardroom overlay (C-3) zones shall comply with the following additional requirements:*

- (a) Individual Business Signs. The following are the signs allowed for an individual business. A total sign area is allocated to each business and this maximum sign area can be distributed between allowed wall signs, freestanding signs, and projecting signs not to exceed the*

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*maximum individual sign area specified below. The total sign area allocated to each business shall not exceed one square foot per linear foot of a primary frontage plus one-half square foot per linear foot of secondary frontage and frontage abutting a parking lot, with an allowed minimum of 24 square feet allocated to each business. See Figure 8.60.070(1) for an illustration of this calculation.*

*ii. Freestanding Sign. One freestanding sign is allowed for each business and may not exceed 32 square feet in sign area and five feet in height. One such sign is allowed per business license.*

*(c) Business Complex Sign. A business complex sign shall not exceed 80 square feet in sign area and eight feet in height above finished grade. One business complex freestanding sign may be installed on each of a maximum of two different street frontages.*

Finding(s):

- The applicant is proposing an 8-foot tall, 22.5 square-foot business complex sign meeting the requirements of business complex signs. The 8-foot tall allowance for business complex sign supersedes the 5-foot height limitation for commercial signs generally and the proposed sign complies with the 8-foot requirement. The sign will be located at the corner of West 5<sup>th</sup> and NW Pacific Highway along both frontages.
- Conclusion: The sign dimensional requirements for the C-1 zone are met.

## CONCLUSIONS & DECISION

The review authority finds the applicant has sustained the burden of proving the application complies with the applicable provisions of La Center's Municipal Code. Therefore, the subject application is hereby APPROVED subject to the following conditions of approval:

1. The applicant shall obtain a building permit prior to sign placement.
2. Font used for individual tenant signage shall complement the period of the building's architecture and shall avoid corporate design standards.

## APPEALS

Decisions on sign permits are appealable to the City Council per 8.60.030(2)(d).



Ethan Spoo, AICP  
Consulting Planner



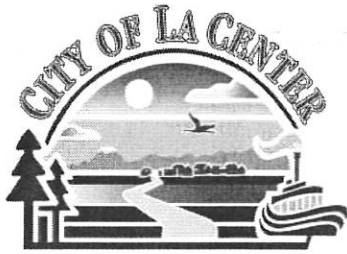
Anthony Cooper, PE  
City Engineer

## Attachments

- Attachment A: Sign permit application materials

# Attachment A

# Sign Permit Application



City of La Center, Planning Services  
305 NW Pacific Highway  
La Center, WA 98629  
[www.ci.lacenter.wa.us](http://www.ci.lacenter.wa.us)  
Ph. 360.263.7665 Fax: 360.263.7666  
[www.ci.lacenter.wa.us](http://www.ci.lacenter.wa.us)

Permit Type:  Banner  Monument  Temporary  Commercial  Residential  Other

Legal Property Owner: CTA Genteel Investments, LLC Phone: 360-735-8001

Address: PO Box 820406 Vancouver, WA 98682 Email: kathryne@ccpprop.com

Applicant (if different from owner): Advanced Electric Signs Phone: 360-225-6826

Address: 1550 Down River Dr. Woodland, WA 98674 Email: woody@advancedelectricsign.com

Sign Installer: Same as Applicant Phone: \_\_\_\_\_

Date Sign Installed: \_\_\_\_\_ Date Sign To Be Removed: \_\_\_\_\_

Sign Location: 305 W. 5th Ave. La Center, WA 98629

Sign Dimensions: Height: 60" Width: 54" SQ. Ft. Total: 22.5 Illuminated No

## Additional Documentation As Needed Demonstrating Compliance with LCMC 8.60

- Sign Design (Scaled drawings showing height, width, area, color, illumination and number and location of proposed signs.)
- Site Plan (Documenting existing signs, setbacks and/or facade dimensions.)
- Landscaping Plan (if required)
- Lighting Plan (if required)

Property Owner Signature SEE ATTACHED Date 11/02/2020

Applicant Signature [Signature] Date 11/02/2020

## Office Use Only

Permit # \_\_\_\_\_ Fees: \$ \_\_\_\_\_

Received By \_\_\_\_\_ Date Paid: \_\_\_\_\_

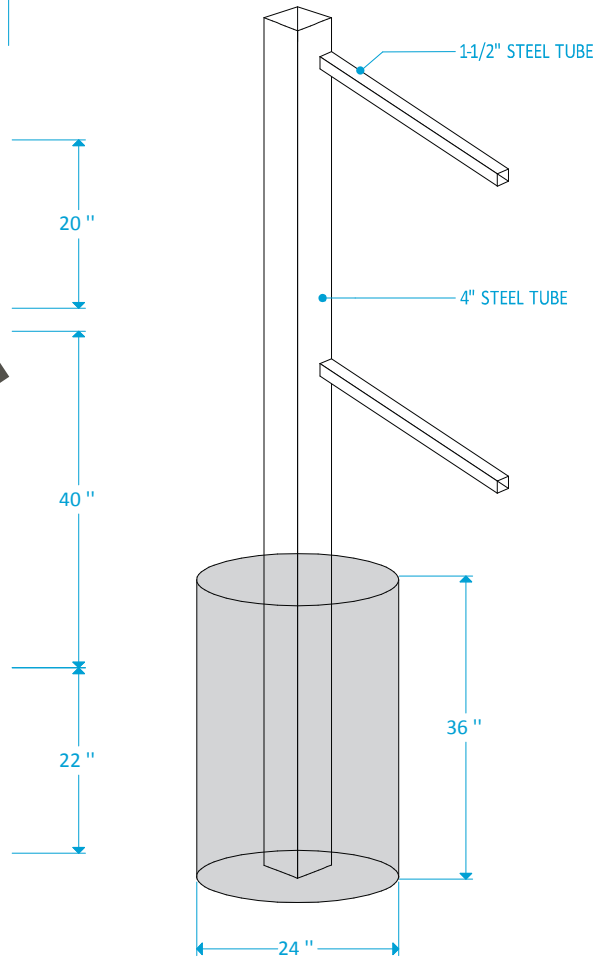
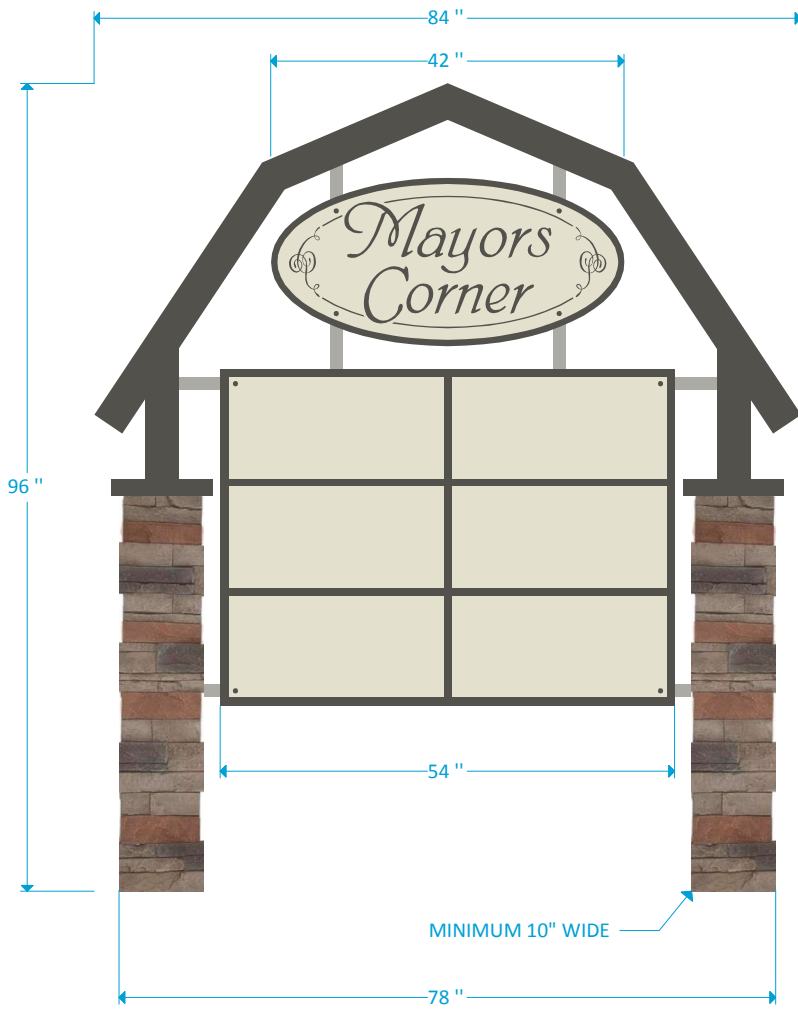
Date Received: \_\_\_\_\_ Receipt # \_\_\_\_\_

Date Approved: \_\_\_\_\_ Procedure:  Type I

Zoning Designation: \_\_\_\_\_  Type II

Notes \_\_\_\_\_  Type III





**JOB DESCRIPTION:**

Manufacture and install single sided non-illuminated monument sign

**CONSTRUCTION DETAILS:**

Welded steel tube structure w/ rock columns and 1/4" thick aluminum composite panel faces overlayed in vinyl graphics

**COLORS TO BE USED:**

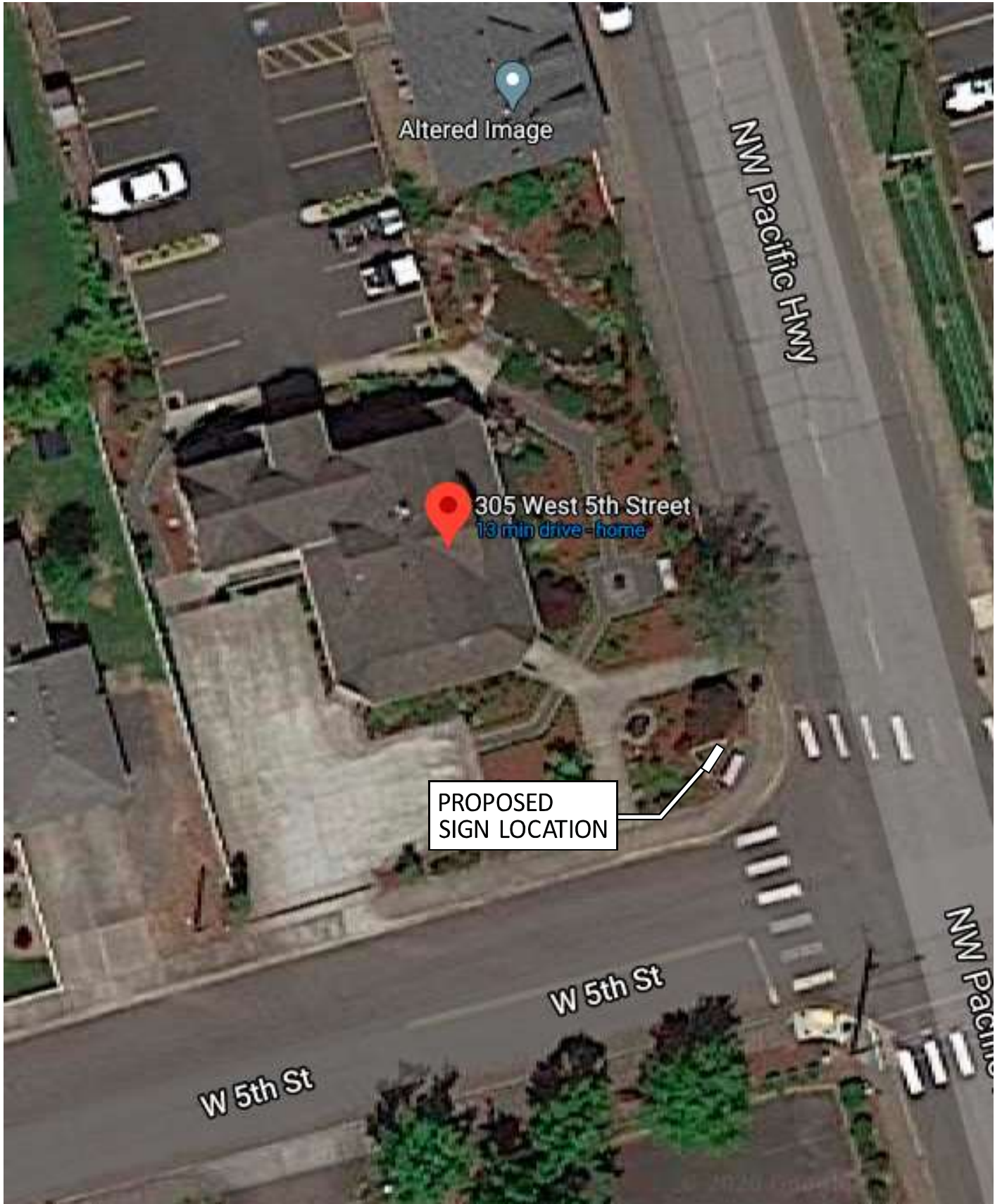
- TO RESEMBLE BUILDING COLOR
- TO RESEMBLE BUILDING COLOR
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PROJECT TITLE: Mayors Corner  
 LOCATION: 305 W. 5th Ave.  
La Center, WA 98629

DRAWING# 11421 DATE: 1/14/2021  
 PRESENTED BY: WOODY DESIGNED BY: WOODY  
 CLIENT APPROVAL SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 X  
 LANDLORD APPROVAL SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 X

**ADVANCED ELECTRIC**  
*Signs* INC.  
 Your Full Service Company  
 PH: 360-225-6826 FAX: 360-225-8299  
 www.AdvancedElectricSign.com



PROJECT TITLE: Mayors Corner  
 LOCATION: 305 W. 5th Ave.  
La Center, WA 98629

DRAWING# 110119 DATE: 11/01/2019  
 PRESENTED BY: WOODY DESIGNED BY: WOODY  
 CLIENT APPROVAL SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 X \_\_\_\_\_  
 LANDLORD APPROVAL SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 X \_\_\_\_\_

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